



## OVERHEAD PROMOTION DISPLAY BIN



DM-108-D

September 14, 1990

TO ALL DIVISION MANAGERS

SUBJECT: OVERHEAD PROMOTION DISPLAY BIN - ITEM #140219

We are pleased to announce availability of a promotion display bin that attaches to the overhead to address retailer counter space concerns.

The Overhead Promotion Display Bin is an extension of the Preferred Presence Counter Display Program and provides the following benefits:

- Elevates promotion display bin above the counter clutter.
- Serves as an alternative to the counter space problems in placing the Preferred Presence Counter Display.
- Attaches to either module in ceiling hung or counter mounted position.
- Installs in minutes.
- Provides flexibility of one or two tier promotion merchandising.
- Utilizes standard 3-1/4" x 18-3/8" POS card.
- Attaches to the module on either side with the legs inboard/outboard and the overhead ceiling or counter mounted.

Attached is a photo of the display bin attached to the overhead module.

Retailer Perceived Benefits:

- Attaching the promotion bin to the overhead enhances the value of the overhead which may aid in preserving RJR placements.
- Uses retailer air space to display promotions.
- Improved visibility enhances sales and retailer profits.

51846 7531